

**Listing of Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

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Cancel claims 3, 10, 11, 14 and 16.

Amend claims 1, 4, 5, 8 and 12 as follows:

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1. (currently amended) A label comprising: a face sheet having an outer surface, an undersurface, and side and end margins, and a layer of cold flow, transfer adhesive ~~having cold flow characteristics~~ located along the undersurface of the face sheet, said adhesive layer being die cut to having define side and end margins that are set inwardly, respectively, from the side and end margins of the face sheet, so that the face sheet, beyond said adhesive layer, has a peripheral region that is devoid of said cold flow adhesive, whereby said cold flow adhesive can exude outwardly into the peripheral region, while still remaining behind the face sheet.

2. (original) A label according to claim 1 wherein side and end edges of the adhesive layer are set inwardly from the side and end edges of the face sheet between 1/64 and 1/2 inches.

4. (currently amended) A label according to claim 3 2 wherein the face sheet is formed from a printable material.

5. (currently amended) A web comprising: an extended liner having a release surface to which adhesives do not tightly adhere; and a succession of labels

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adhered to the liner along its release surface, each label including a face sheet having an outer surface which is capable of accepting printing, and being delineated by side and end margins, and a layer of cold flow transfer adhesive carried by the face sheet and adhered to the liner along the release surface of the liner, the cold flow adhesive having being die cut on said liner to define side and end margins which are located inwardly from the side and end margins of the face sheet so that a peripheral region of the face sheet surrounds the adhesive, with the peripheral region initially not overlying the adhesive, whereby the adhesive can flow into the peripheral region without exuding beyond side and end margins of the face sheet.

6. (original) A web according to claim 5 wherein the labels are spaced end to end along said liner, and end margins of the face sheets on adjacent labels are spaced apart.

7. (original) A web according to claim 6 wherein the side edges of the face sheets for the labels are set inwardly from the sides of the liner.

8. (currently amended) A web according to claim 5 wherein the liner comprises a flexible backing and a release agent over the backing, with the release agent forming the release surface on the liner and the cold flow adhesive of the layer of adhesive having a low affinity for the release agent.

9. (original) A web according to claim 5 wherein the peripheral region behind the face sheet is between 1/64 and 1/2 inches wide.

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12. (currently amended) A process for producing a web that includes an extended liner having a release surface and a label on the liner, the labels being located end to end, each label having a face sheet, and an adhesive layer underlying the face sheet and carried by it, the adhesive layer being adhered to the release surface of the liner, whereby the labels and liner may easily be separated to release the labels for application to other surfaces; said process comprising applying a strip of cold flow, transfer adhesive to the release surface of the liner; die cutting the strip of adhesive but not the liner to produce first die cuts, within which are successive adhesive patches and outside of which is an adhesive matrix; removing the adhesive matrix from the release surface of the liner; thereafter installing an outer strip over the patches on the liner, the outer strip including the material of which the face sheets of the labels are made; and die cutting the outer strip to produce second die cuts which surround the patches and are spaced outwardly throughout their peripheries from the peripheral margins of the patches so as to produce face sheets over the adhesive patches and a second matrix outside the second die cuts.

13. (original) A process according to claim 12 wherein the margins of the face sheets formed by the second die cuts through the outer strip lie between 1/64 and 1/2 inches beyond the margins of the adhesive patches which they surround.

15. (original) A process according to claim 12 further comprising printing information on the face sheets of the labels.